

Message Text

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E.O. 11652: N/A
TAGS: BBSR, PA
SUBJECT: WTDR- SILVIO MANUEL PENA PERRARIO

REF: USDOC 7432

1. ADDRESS: CALLE COLON 244, ASUNCION. CABLE:
LUMAR. TELEX: 209PY PARA FONO 41492. PHONE: 41492
OFFICER: POLKER KUSTER, IMPORTS MANAGER.

2. MEDIUM -SIZED FIRM ESTABLISHED IN 1966. EMPLOYS
45 OF WHICH 4 ARE IN ADMINISTRATION , 4 IN SALES AND 35
WORKERS. ACTS AS AGENT, IMPORTER, WHOLESALER, AND
RETAILER OF ALCOHOLIC BEVERAGES MAINLY SCOTCH WHISKEY,
SPORT COTHING, GIFTWARES, AND GENERAL GOODS, FIRM
ALSO UNDERTAKES SOME CONSTRUCTION WORK, SPECIALIZING IN
STREET PAVING.

3 FINANCIAL REFERENCES: BANCO HOLANDES UNIDO, CASILLA
POSTAL 1180, ASUNCION, PARAGUAY. TRADE REFERENCES:
SCHENLEY INDUSTRIES, 888 75# AVE., NEW YORK, NY 10019.

4. MAJOR FOREIGN FIRMS REPRESENTED: SCHENLY
INDUSTRIES, 888 7TH AVE., NEW YORK, NY 10019,
ALCOHOLIC BEVERAGES, SINCE 1975: PLAY BOY ENTERPRISES
INC; 919 NORTH MICHIGAN AVENUE , CHICAGO, ILL 60611,
GIFTWARES, SINCE 1975.

5. THREE FAMILY MEMBERS OPERATE THE FIRM. THE FATHER,
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LUIS MARIA PENA, AFTER YEARS OF EXPERIENCE IN A FAMILY-

OWNED EXPORT-IMPORT FIRM , STARTED HIS OWN CONSTRUCTION BUSINESS IN 1966, SPECIALIZING IN STREET PAVING. THE SON, SILVIO MANUEL PENE FERRARIO, A CIVIL ENGINEER, WORKS WITH HIS FATHER IN THE CONSTRUCTION BUSINESS AND AT THE SAME TIME HAS AN EXPORT-IMPORT BRANCH WHICH HE STARTED IN 1969. THE SON-IN-LAW, FOLKER KUSTER, A GRADUATE FROM STANFORD IN CHEMICAL ENGINEERING, AND AN AGGRESSIVE AND KNOWLEDGEABLE BUSINESSMAN, JOINED THE FIRM IN 1974 AND HANDLES THE IMPORT AND FOREIGN REPRESENTATION LINES. THE FAMILY MEMBERS ARE CONSIDERING REORGANIZING THE FIRM, CHANGING IT FROM A PROPRIETORSHIP TO A PARTNERSHIP OR CORPORATION. THEY ALSO PLAN TO DIVERSIFY THE CONSTRUCTION BUSINESS AND EXPAND INTO TESTING OF CONSTRUCTION MATERIALS (" NON-DESTRUCTIVE TESTING") AND RELATED FIELDS. THE FIRMS CONCENTRATES ITS ACTIVITIES IN ADEQUATE RENTED PREMISES LOCATED IN THE HEART OF ASUNCION'S BUSINESS AND SHOPPING SECTOR. IT ALSO HAS TWO SMALL RETAIL SALES OUTLETS. THE CONSTRUCTION SIDE OF THE FIRM EMPLOYS FROM 35 TO 50 WORKERS ACCORDING TO THE SIZE OF THE PROJECT. AT THE PRESENT TIME THE FIRM IS WORKING ON TWO CONSTRUCTION PROJECTS: IN ASUNCION AND IN A BOOMING TOWN NEAR THE BORDER WITH BRAZIL. IT IS KNOWN THAT THE FIRM IS IMPORTING SIZEABLE SHIPMENTS OF SCOTCH WHISKEY AND MISCELLANEOUS GENERAL IMPORTS: THAT AT LEAST TWO CONSTRUCTION PROJECTS ARE BEING CARRIED OUT AT PRESENT; THAT THE COMPANY IS ACTIVELY SEEKING NEW FOREIGN REPRESENTATIONS; AND THAT LOCAL TRADE AND BANK SOURCES CONCUR IN FAVORABLE REPORTS ON SILVIO MANUEL PENA FERRARIO AND HIS ACTIVITIES. THE FIRM MAY BE CONSIDERED AS A SUITABLE TRADE CONTACT FOR INTERESTED U.S. SUPPLIERS.

6. DATE OF INFO: 05/76. LANDAU

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